



Digital Marketing Firms

Overview

A highly regarded Chicago-based private equity firm is seeking to invest in or acquire a digital marketing agency.

Our PE client is completing the buyout of a digital marketing agency and plans to build a large, dominant player in the industry through additional acquisitions.

Their focus is primarily on firms that provide online services that drive traffic or commerce and which service mid-sized or small enterprise commercial clients.

The seller may choose to continue to work at the company or exit and may also choose to retain equity in the company or sell all equity for cash.

Investment Criteria

Specific criteria for investment are as follows:

- Areas of interest
 - SEO (Local or National)
 - Paid Search (PPC)
 - Paid Social
 - Amazon Digital Marketing
 - Influencer Marketing
 - Conversion Rate Optimization

- Ownership
 - Founder, family, or employee owned
 - Corporate divestitures
 - Private equity backed or VC sponsored

- Geography
 - North America

- Size
 - Revenue over \$4m

Transaction Structure

- Buyout or majority recapitalization, providing a partial liquidity event for existing ownership and/or to meet other current or future capital needs of the business
- Material ongoing economic participation by existing owners or management, if desired

Contact

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